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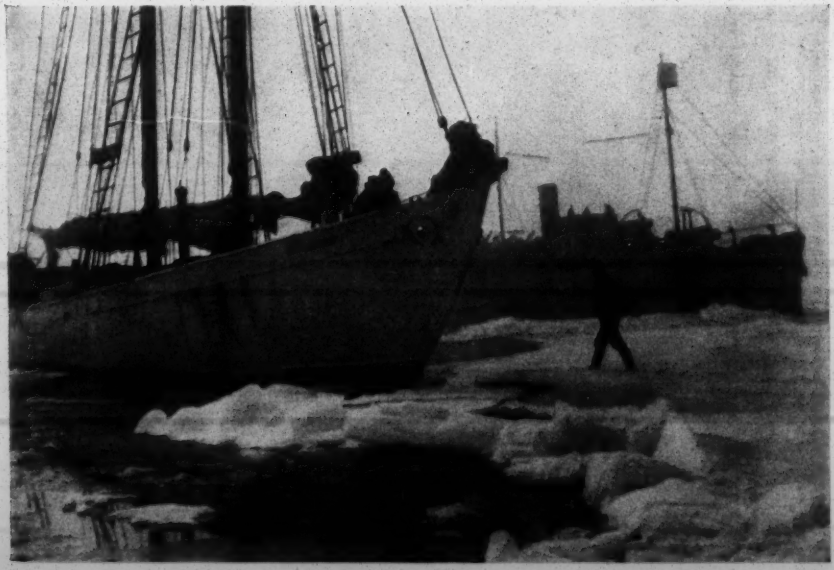

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HALTED BY FOG AND PACK ICE IN MELVILLE BAY

(See Bulletin No. 5)

HOW TEACHERS MAY OBTAIN THE BULLETINS

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American Towns Below Sea Level

A RECENT North American earthquake, which affected the territory around Calexico, California, and Mexicali, Mexico, on the international border, inflicting heavy damage on both towns, occurred in one of the most unusual regions on the continent.

The twin cities, one in the United States, one in Mexico, lie near the southern edge of the great Salton Sink, or more properly now, the Imperial Valley, which, with its numerous towns, is almost entirely below sea level. The sea level line runs between the two towns most affected by the earthquakes, Calexico being only a foot or so above the sea, and Mexicali being a few feet below.

An International Bonanza

Until the beginning of the twentieth century the valley on both sides of the border was little better than a desert, uninhabited and given up to mesquite and other bushes of the arid region, and to coyotes and rattlesnakes. It was long realized, however, that the soil was exceedingly fertile and that, since the land lay below the level of the Colorado River, 35 miles east of the edge of the valley, gravity irrigation was easily possible from that large stream. In 1901 water was turned into the depression for the first time. Since then population has flowed in, and the valley has become one of the most valuable farming sections of the United States.

Due to the unusual lie of the land the whole development has been to a large extent international. The main canal, starting in the United States near Yuma, dips into Mexico, runs roughly parallel with the border for 45 miles and then turns back into the United States near Calexico. In 1905 floods in the Colorado washed out the canal headgates. Practically the entire flow of the great stream turned into the canal, washed it into a deep, new stream bed, and cut its way across country to the deepest part of the Salton Sink, creating there a large inland sea. It was only after a long and costly battle by engineers that the river was turned back and property worth scores of millions of dollars was saved.

Land Made by Silt from Grand Canyon

The Salton depression is over 250 feet below sea level. Drainage from the irrigation canals and ditches seeps into it, and the sea is still more than 40 miles long and 10 miles wide. Between the south end of the sea and the international border, 30 miles south, lie the more highly developed of the valley's irrigated farms and its most thriving towns.

There is an intimate relation between the Imperial Valley country and the Grand Canyon of the Colorado, not suspected by the casual observer. This was the great dumping ground for the hundreds of cubic miles of material washed from the plateau of Arizona and Utah through the centuries as the huge canyon was dug out. The farmer who to-day raises his cotton or garden truck or cantaloupes on the rich silt of the valley has the Grand Canyon to thank for his prosperity.

At one time the long, narrow Gulf of California extended inland beyond the present northwestern end of Salton Sea. Into this body of water the Colo-

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ANCIENT SHORE LINE ON MOUNTAINS BORDERING IMPERIAL VALLEY

Most of the Imperial Valley lies below sea level. Thousands of years ago the valley was occupied by an inland sea whose waves left their mark on what are now arid hills. At the lowest part of the valley, more than 200 feet below sea level, lies the modern small successor to this great inland body of water, Salton Sea (see Bulletin No. 1).

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Odd Ways to Pay Taxes

THE ANNUAL appearance of the income tax, relatively a new tax in the United States, draws interest to other unusual taxes.

A delegation from the Virgin Islands recently appeared before a Congressional Committee to appeal for the removal of an export tax on sugar. An export tax is unconstitutional in the United States proper. Only in an American possesion could such a tax be imposed on American territory.

Horseshoes, Nails and Roses Pay Taxes

While an export tax seems odd to a citizen of the United States, it cannot compare with some of the humorous levies in foreign countries.

Since feudal times the kings of England have received miscellaneous articles as taxes on valuable property. Two knives, six horseshoes, and sixty-one nails are sent to the king's court by the City of London each year for the use of a parcel of land near the famous Strand; while a school occupying a piece of property near the Tower Bridge sends a bunch of roses. The land is worth $10,000, but as long as the roses are "paid" the school is permitted to continue in peaceful possession. Peppercorns (pepper berries) are paid by the Royal Academy for its London site.

To hold his land the owner of Aylesbury Manor provides three geese if the King visits Aylesbury in the summer, and three live eels if he goes there in winter. The owner is also bound to put clean straw on the King's bedroom floor three times a year if the sovereign stops there. Straw on the bedroom floor was one of the luxuries of feudal times.

Must Hold King's Head

The tenant of Copeland Manor is required to hold the King's head should he get seasick while crossing the stormy waters of the English Channel from Dover to Whitsand Bay.

A crossbow is contributed by the ancient city of Chichester, while the lord of Bryandon, Dorset County, is bound to make a yearly presentation of a stringless bow and an unfeathered arrow for His Majesty's use should he decide to war with Wales.

Instead of paying an assessment in money, knights, to whom large parcels of feudal land were granted, were bound to perform forty days' service in the King's military establishment and to equip themselves for duty.

Property owners in England, a few hundred years ago, also accounted for the number of hearths and chimneys in their buildings, for each one of them was levied upon. Windows were also taxed and to-day one occasionally sees evidence of the evasion of this levy where old windows have been bricked up.

Chinese Paid Taxes in Salt

For centuries, blocks of salt were sent to the rulers of China from the provinces bordering the sea, to pay taxes. Rice and silk vied with salt in importance. To-day, in some parts of the Republic, rice supplements silver in payment of levies. In ancient times some tribes sent elephants' teeth while the Cantonese, it is related, made payment in crabs, frogs, snakes and crickets.

rado dumped its vast cargo of silt until the growing land dammed off the northern end of the Gulf, and the river turned south of the barrier of its own building. Behind its dam the Salton Sea then covered all the present Imperial Valley. The old beach line can be seen to-day running along a few feet above the line which surveyors' instruments now mark out as sea level.

Mud Geysers Show Volcanic Activity

Since that distant geological day, the waters of Salton Sea have evaporated and it has shrunk to its present relatively small proportions. But for the interposition of man after the break of 1905–6 the sea would have grown again to its old size, drowning a region which now produces close to $75,000,000 worth of crops each year. Because of the great values at stake and the possibility of another break, a canal will probably be constructed entirely inside the United States border, in spite of the expensive cutting that will be necessary through high ground.

It is believed that the famous San Andreas fault passes through the Imperial Valley and comes to an end at Black Butte or Cerro Prieto, 20 miles south of Calexico. Adjustments along this fault are supposed to be the cause of the recent earthquakes, and news dispatches stated that Black Butte itself gave forth vapors. There are other evidences of at least secondary volcanic activity in the region. Small mud volcanoes sputter away in the edge of Salton Sea, and there is another group on the Mexican side hardly a stone's throw from Black Butte. "Mud Volcano" is in a way a misnomer for these little mounds of boiling mud—a fact that is sometimes recognized by calling them "mud geysers." Most of them, in the matter of size, bear to true volcanoes the relation of the proverbial molehill to the mountain.

Bulletin No. 1, March 21, 1927.

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A TYPICAL LONDON BUS

The British use both the insides and outsides of their buses for advertising. Inside the advertisements are much like our own car cards. Outside are larger and more colorful signs crying the virtues of patent medicines, toilet articles, cigarettes, etc., and announcing the showings at the leading theaters (see Bulletin No. 4).

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The 28 States of Mexico

Names of Mexican States most difficult for Americans, and their approximate pronunciations are: Chihuahua, che-wah'-wah; Coahuila, ko-a-wee'la; Zacatecas, sa-ka-tay'-kas; Jalisco, ha-lees'-ko; Michoacan, me-cho-a-kan'; Guerrero, gayr-ray'-ro; Oaxaca, wa-ha'-kah; Guanajuato, gwa-na-hwa'-to; Queretaro, kay-ray'-tah-ro; Tlaxcala, tlas-kah'-lah.

DISPATCHES from Mexico have been sprinkled with names of the United States of Mexico: Jalisco, Durango, Tabasco and others.

Mexico has 28 States. Does the average American know whether Chiapas is on the Pacific or Atlantic coast; whether Nayarit is in the north, central or south in Mexico; if Aguascalientes is a large State or a small one; or if Campeche is in the east or west in Mexico?

"Name the two territories of Mexico," is a question on which many Americans, who can name the 48 American State capitals and the Canadian provinces, would fail.

Her Two Territories

Lower California, dry, arid, mountainous and sparsely populated, is one Mexican territory not yet granted status as a State. Fifteen hundred miles away from Lower California lies Mexico's other territory, Quintana Roo, farthest south and farthest east.

It is common to think of Mexico as a great horn sprouting south from southwest United States. The position of the two Mexican territories punctures this geographic myth. Mexico is not a thin nation. It is just as wide as it is long. While its westernmost city is Tiajuana, over the international line from San Diego, California, the outermost point of the Yucatan Peninsula lies as far east as Indianapolis.

Doesn't Equal Our Smallest or Largest

The United States has one smaller State than Mexico's smallest. Rhode Island is 300 square miles smaller than Tlaxcala, which lies 50 miles east of Mexico City. Colima, a State on the Pacific coast of Mexico directly west of the capital, measures less than Delaware. But the largest State of Mexico, Chihuahua, across the border from New Mexico, is much smaller than the American giant, Texas. It approximates Oregon or Illinois and Indiana taken together.

The States of Mexico were originally laid out to coincide roughly with the areas occupied by the Indian tribes which the Spaniards conquered. Then the conquerors apportioned the districts among themselves. Thus Hernando Cortez was "Marques del Valle" of Oaxaca. As "Marques" he laid waste the Zapotec Indians' chief town, built a new city on the same site and named it Antequera, after a town of Spain near Malaga. When Mexico won its independence from Spain, the city resumed its old Zapotec name, Huaxiacac (modified in Spanish to Oaxaca) and the State took the same title. This is a story repeated with variations many times in Mexico. Practically all the States have resumed

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Travelers from one city to another in China soon become familiar with other ways of raising revenue than that collected from land owners. Likin or "squeeze" stations, which might be compared with our nearly obsolete toll-gates, are met with at frequent intervals along the highways. Eight of these stations are encountered during the 84-mile trip from Shanghai to Soochow. At each station one's effects are ransacked, and while every article is not taxed at each station, before the traveler reaches his destination, at least three levies have been paid on each article.

Tibetan taxes are usually paid in goods. Tea, sheep, wool, meal and native cloth are principally used. In one section of the hilly country, the grass and water the Tibetan cattle consume are taxed, but not the cattle.

Tax Dodgers Disguise Fish

In many European countries the ancient intertown tax is still levied. While visiting Giardini, Sicily, a correspondent for the Society saw many food tax dodgers who had returned from a shopping tour at Messina. Some of them camouflaged cabbage and disguised fish to avoid the revenue collector's attention. Sicilian municipalities still jealously guard this system of taxation, which recalls the day when each city was a sovereign state in trade rivalry with its neighbors.

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MOUNT ORIZABA, 125 MILES SOUTHEAST OF MEXICO CITY

This conspicuous peak forms the apex of a V for the mountain ranges that diverge to mark out the famous Valley of Mexico (see Bulletin No. 3).

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Strange Methods of Advertising

THE OLD economists dealt with what might be called "natural" supply and demand. New ones take into account the powerful force exerted by advertising in creating demand.

Many high school pupils are getting an introduction to advertising as a result of selling advertisements in school publications.

Announcement by the British Post Office not long ago that firms may buy advertising space on dies used for postal stamp cancellations calls attention to some unusual phases of European advertising and selling methods.

Proprietors of the great Parisian department stores bemoan the lack of advertising media, such as our great daily papers. It is not possible for them, as it is for our merchants, to "cover" their city by using space in two, three or four daily papers; therefore they resort to whatever substitutes are available. They use theater tickets and menu cards in restaurants and engage men to distribute leaflets among the patrons of the sidewalk cafes.

Bargain Tables on Sidewalks

To display their high grade gowns, furs, jewelry, cloaks and other merchandise they have show cases in theater and hotel lobbies. Their own windows are largely lost to them because they place their bargain tables on the sidewalks outside the stores. A visitor thinks he is coming upon some market when he sees crowds of women gathered about stands; and then he realizes it is "dry-goods" that is being sold and goes closer to see one of the unusual sights of Paris, thousands of women fingering over the bargain stockings, waists, ribbons, and other articles of the sidewalk tables.

Inside the huge Paris department stores the goods must tell their own stories; therefore they are spread out in profusion, and confusion, on tables. Only the most valuable articles, such as jewels, are in the show cases.

Huge Department Stores

Incidentally a visit to one of these stores is a Paris experience that even the male visitor should not miss. There are five department stores that are reputed to do a larger gross business than the busiest American store—a business amounting to more than the equivalent of a hundred million dollars a year for each of them.

And some of them do it in spite of sales methods that seem circuitous to the American. One makes a purchase from a sales clerk, and the sales clerk conducts the buyer to the accountant of her department. There seems to be no central cashier desk. This accountant makes out the bill of sale and the price and next, still with the customer in tow, the sales clerk proceeds to the cashier for her department. Then, and not until then, does she accept the customer's money. She presents that to the cashier with the sales bill, obtains the change, and gives it to her customer. She may be away from her counter or table five or ten minutes.

Store Like Opera House

One of the newest of these huge Paris emporiums has only galleries instead of upper floors, and resembles, in architecture, a large, stageless opera house.

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their Indian names. There are exceptions such as the States of Vera Cruz, San Luis Potosi, Guanajuato and Nuevo Leon.

"Low" States and "High" States

Although the ancient Aztecs, Zapotecs, and Mayas are responsible for the boundaries of modern States of Mexico, the borders often outline definite geographic units. There is a classification handy for Mexican States which our Republic cannot use to advantage. In Mexico there are low States, high States and higher States. The low States are the eastern seaboard units from north to south, Tamaulipas, Nuevo Leon, Vera Cruz and Tabasco. The Yucatan Peninsula group of Campeche, Yucatan and Quintana Roo also hugs sea level. Pacific coastal States are, for the most part, low States too, but not so low as east coast States; Sonora, Sinaloa, Nayarit, Colima, Michoacan, Guerrero, Oaxaca and Chiapas. Then come the high States, that is, those which are 3,000 feet above sea level, Chihuahua, Coahuila and Durango, the greater part of which lie in the Rio Grande basin.

South of Durango are the higher States, and, it may be added, the smaller, and the most populous and the richest States of Mexico. The average elevation of 11 States and the Federal District is more than a mile above sea level. Orizaba Peak, 125 miles southeast of Mexico City, is the key pin of a gigantic pair of dividers opened to a sixty degree angle. Each arm of the dividers is a mountain range, the left arm connecting with the Rocky Mountains and the right losing itself near Monterey.

Between the arms near the apex spreads the fertile mile-high or higher region of blue lakes and fruitful valleys, elevated enough to have an equable climate. Just as the mountain ranges converge on Orizaba, so the trade routes converge on Mexico City. Like Washington, the Mexican capital has been isolated within a small "Distrito Federal," administered by the National Congress. But there is this difference—Mexico City is the New York as well as the Washington of Mexico. Its population of 906,000 nearly equals that of the most populous of the nation's provinces.

A State Named for a Patriot

Just as the United States has, in the State of Washington, a commonwealth named for the hero of its Revolution, so Mexico has honored the father of its freedom from Spain. Padre Hidalgo was a parish priest in Dolores, in the State of Guanajuato, until he led the revolution in 1810. Dolores has now become Dolores Hidalgo. A near-by area of 8,600 square miles of the Valley of Mexico has been carved out to make the State of Hidalgo. South of Mexico City another relatively small State, Morelos, honors another hero of Mexico's revolution.

Difficulties of pronunciation are a barrier to a development of American interest in Mexico. A man confronted with the name "Oaxaca" is inclined to let the whole subject drop!

Mexican names are difficult. In Mexico there are far more names in honor of the Indian than in the United States. Aztecs and Mayas loved "t" and "c" and "x." Of course they had no written language intelligible to-day. So the crackling Indian names must be expressed in soft Spanish. In the United States we have Anglicized the Spanish-Indian names. The name of Mexico and its capital serves as a good example. The central shrine of the Aztec capital was dedicated to Mexitli, the war god. Spaniards revamped the name to Mexico, pronounced meh'-he-ko. As far north as central Texas is a town Mexia, pronounced 'ma-he'-a,' but Mexico, Missouri, has the hard Anglo-Saxon 'x.'"

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A Landlubber Goes Exploring

ARE YOU one who would like to "go on an expedition"?

A widespread wanderlust makes most stay-at-homes envy those who take part in expeditions of exploration or for the collection of scientific specimens. The National Geographic Society receives numerous applications for permission to accompany its field parties. To each applicant it must be explained that The Society does not make up these parties in detail, but instead chooses a competent and experienced leader who determines his own personnel, usually from men whose qualifications he personally knows.

Here is a narrative of a young man who went on such an expedition.

Landlubber Must Become Seaman

"There is no place on board a small schooner bound for the Arctic for a landlubber," he wrote from the *Bowdoin*, flagship of the MacMillan Arctic Expedition. "With Liberty engines on the deck, steel barrels of gasoline lashed to the rail and boxes of gasoline and oil making a false floor which brings a man's head to the exact height of a swinging boom, a landsman must get over being a landlubber at the first possible moment.

"I began to pick up a smattering of sea language. I found out for instance that a 'sheet' is not a sail, as I thought, but a rope which serves to hold a boom down toward the point where it can bat a man on the ear.

"Our watch is midnight to six and noon to six. When I was waked the first night I discovered that one of the unexpected deterrents to quick dressing is that there are little pantalettes inside a suit of oilskins and sticky rubber boots don't slide into trousers as easily as a landsman would like. I did everything but put my hand on the galley stove. Playing stork and tugging at reluctant garments that have become fast friends is not easy in a rough sea even if that sea is what a seaman calls 'moderate.'

"We eat very well. Pickles and hard-tack on deck seem to appeal to the seasick ones who, at the table below, would have to face fish chowder, a huge tray of lobsters and many other things, including mince pie, for which one is ill prepared when his world is adrift and won't settle down.

Ropes Lie in Wait

"A passenger on a big steamer thinks he has his sea legs when he can walk down a 20-foot promenade deck without becoming a 'Laplander'. But the landlubber in oilskins has a different task. The rail of the *Bowdoin* is just the height of the top of my golf stockings. There are halyards and sheets, dory tackle and all sorts of other lines which coil their serpentines around where one least expects them. The flukes on the anchors are as eager to grab a foot as they are to seize on a footing or a holding or whatever it is they grab in the bed of the sea. To add to the confusion there are all the casks and cases of gasoline and the three huge cases of Liberty motors. A landlubber must get over lubbering soon or else become a liability or a corpse.

"Aft we have a layaret which is a storage space behind the captain's cabin. This room is shared with the mate.

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Stairways are affixed in what seems to be airy fashion outside the galleries, and they spiral around the tiers of balconies. Elevators also are suspended outside the edges of the galleries, and since the curved sides of these tiny elevators, facing the great court of the store, are made entirely of glass, one has a curious sensation of being carried aloft on a platform from which he may tumble at any moment into a vast pit of merchandise below.

Electric signs, both in London and Paris, are not so elaborate as those in America, but the lettering is much larger, as it is on the unlighted signboards. A department store in Paris announces its name in letters that cover the greater part of one side of an eight-story building. Fronts of London buildings are occupied by signs of only a few words which spread over the entire wall space. Nor are they less spectacular than American signs in their locations. A series of signs flashes nightly from the famous Eiffel Tower.

Government Heavy Space Seller

London uses the outside of its street cars and buses for signs as well as the inside. The government also sells advertising space in stations, on railroad trains, and in the station lunch rooms. There is much less excuse for unsightly outdoor advertising in London than in Paris, because in London newspaper advertising is developed along the lines employed in the United States, and newspapers with enormous circulations reach every stratum of society.

Newspapers in London do not employ newsboys who cry their wares; instead the newsboys and newsstands are provided with bulletins which announce the leading "stories" in huge black type. Even "sandwich men," who do not themselves sell papers, are employed to stroll the busy streets with announcements of the features in latest editions.

"Ads" on Sleeper Tickets

One surprising continental advertising medium is the "sleeper" ticket. When one obtains a reservation he receives what looks like half a tabloid newspaper. Only the left hand column constitutes the ticket proper. The remaining nine-tenths of the "broad-side," save for brief bilingual official notices, consists of announcements of cigarettes, railways, and automobiles or of statements of the comforts of hotels from Paris to Constantinople. Even the bills on the continental dining cars have their liqueur advertisements tucked away at the bottom.

In Italy the first-class compartments of the railway trains have various advertisements affixed behind glass on the walls, somewhat after the manner of our street car advertising cards. The feminine passenger who wishes to apply powder to a dainty nose before the mirror of a first class compartment in Italy must dodge the ever-present liqueur advertisements. They are not pasted on the surface but are built in, so to speak, behind the glass.

Electric Refrigeration in the Arctic

"From Captain MacMillan's room one enters the engine room with its 60-horsepower, Fairbanks-Morse semi-Diesel oil engine and its various generators for electric light and radio equipment.

"The hold has become a radio room, and its forequarters are occupied by a dark room and an electric ice box. Spoiled meat has not only cost every other Arctic explorer dear but has deprived the men of something fresh. Our bushel of cucumbers are crisp as the phrase they gave birth to.

"The pantry, galley and forecastle are all together, though some lady visitors did install some cretonne curtains which have gone the way of all beauty. A cretonne curtain is no support to a man who rolls out of a top bunk in a hurry. I know.

What the Novice Must Learn

"This, then, is our little boat. She's a beauty, and every seaman envies us our place in her. The crew is wonderfully fine. All in all it's a place for a man even if he starts as a landlubber. He may never return a first-class seaman, but if he can't learn to hold her helm steady when a huge sail with a 40-foot baseball bat tied to it is trying to Babe Ruth a few heads he is better off the boat than on it.

"The safety of the whole ship may depend at times on whether a landlubber can steer, raise or lower sail or pick a tiny light out of a deep fog on a horizonless sea. This is no training cruise for midshipmen. By force of circumstance the man of the sea, who knows its moods, must trust to landlubbers at times. All hands will be on deck when the need arises, and MacMillan and Robinson are able men. But sooner or later the landlubber has to face it. So perhaps it is not as surprising as it seemed to me that with fair weather and a smooth sea, our captain left out the A B C theory and handed the wheel to a landlubber on his first water with a 'Take the wheel! Keep her on 120°.'"

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A YAK CARAVAN WAITING TO BE LOADED

In Tibet, where these beasts are used for burden bearing, taxes are paid chiefly in goods. Toll is taken from the thousands of pounds of brick tea that they bring from China. Sheep, wool, and native cloth are also used in paying taxes (see Bulletin No. 2).